

Future FHANA Committee Minutes November 14th 2022 12:00 pm EST

Attendance: Maria Link (Chairperson), Alanna Bent (Chairperson), Erin Miley (Board Liaison)

Absent: Kailie Rayner

Recorded by Maria Link (Chairperson)

Began: 12:00 pm Eastern Time

Current Budget: \$2,463.78

Social Media Posts/Schedule: Maria L. gave an update on the Future FHANA social media presence. She completed the fall/Halloween Facebook post and it was posted a few days after Halloween. Maria L. also created another post that will be submitted to Jason T. and should go out in the next week or two. A brief social media schedule was assembled through April 2023 by Maria L. and shared with the committee. She encouraged feedback and ideas for future posts. Alanna B. asked why the post regarding 2023 committee goals was set for February 2023 and not January 2023. Maria L. explained that, given the committees current meeting schedule, the January 2023 meeting where goals are set will come after the January Facebook post. Setting the committee goals Facebook post for February 2023 will allow a few weeks to complete after discussing the goals. Alanna B. agreed and noted that the schedule looks good.

Future FHANA Coloring Books: Alanna B. reports that after reaching out to Jason T. about selling the coloring books locally he expressed some concern about the accounting work. Erin M. suggested the committee buy the books, sell them locally, and then submit the profits back to FHANA to simplify the accounting process. Both Alanna B. and Maria L. agreed that this was a great idea. Alanna B. will reach back out to Jason T. with this suggestion. Erin M. also proposed creating a Facebook post about the coloring book being a stocking stuffer. Alanna B. and Maria L. thought that was fantastic. Maria L. will create the coloring book stocking stuffer Facebook post.

Future FHANA Newsletter: Alanna B. is still working on the Future FHANA Newsletter rough draft and hopes to have it completed by the end of November. She will email the draft to the committee once completed.

Future FHANA Friesian Fun Facts Brochure: Maria L. asked about the status of the Future FHANA Friesian Fun Facts Brochure. Alanna B. will continue working on the brochure once the newsletter is completed. Alanna B. hopes to have the brochure done by the end of the year.

Future FHANA Spotlight: Maria L. inquired if the committee had received any Future FHANA Spotlight submissions yet. Alanna B. said the committee has received one submission so far from Caiti Connerton. Alanna B. will reach out to Caiti for a photo of her Friesian and will begin creating the spotlight for the website. Maria L. asked the committee if she should create another Future FHANA Spotlight post for Facebook to help get the word out again. Both Alanna B. and Erin M. agreed. Maria L. will construct another Future FHANA Spotlight post for Facebook.

Future FHANA 2023 Gift: Maria L. wanted to discuss with the committee ideas for the 2023 Future FHANA Gift. She wanted to know if they are planning on just sending the coloring book again or if they are going to devise a new small gift. With limited time, and tight budget, Maria L. suggested a crossword puzzle utilizing approved stallion names – low cost, easy to create, and easy to ship. Both Alanna B. and Erin M. liked this idea. Alanna B. suggested an ornament. Maria L. loved this idea but questioned if there would be enough time to

manufacture and how much more it would cost for shipping. Alanna B. will reach out to Jason T. about gift deadlines and shipping costs.

Good of the Order: Maria L. encourages the committee to begin thinking of 2023 Future FHANA committee goals since it will soon be time to start the discussion. Alanna B. and Erin M. agreed.

Next Meeting: Monday December 12th, 2022 at 12:00 pm Eastern Time

Assigned Items for Next Meeting:

- Alanna B. to reach out to Jason T. about the committee buying the coloring books, selling them, and then submitting the profits back to FHANA to simplify the process.
- Maria L. to create Facebook post: Future FHANA Coloring Book stocking stuffer.
- Alanna B. to complete Future FHANA Newsletter draft and email to committee by the end of November.
- Alanna B. to compose the Future FHANA Spotlight on Caiti Connerton for the website.
- Maria L. to construct Facebook post: Caiti Connerton Spotlight/Spotlight Exposure
- Alanna B. to reach out to Jason T. about 2023 gift deadlines and shipping.
- Maria L. to continue working on social media schedule.

Adjourned: 12:24 pm Eastern Time